



## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re Application of:

McSherry et al.

Application No.: 10/752,384

Filing Date: January 5, 2004

Patent No.: Not yet issued

Issued: Not yet issued

For: Personalization of Web Page Search Rankings

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

## STATEMENT UNDER 37 CFR § 3.73(b)

Microsoft corporation, a corporation,

states that it is:

- ☒ the assignee of the entire right, title, and interest; or
- ☐ an assignee of an undivided part interest

in the patent application/patent identified above by virtue of either:

A. ☒ An assignment from the inventor(s) of the patent application/patent identified above.

- ☒ 1. The assignment was recorded in the Patent and Trademark Office at Reel 014882/014846, Frames 0558/0279.
- ☐ 2. The assignment has not yet been recorded. A copy of the assignment is attached.

OR

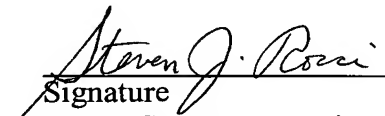
B. ☐ A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as shown below:

- i. From: To: The document was recorded in the Patent and Trademark Office at Reel , Frame(s) , or for which a copy thereof is attached.

- ii.                      From:              To:              The document was recorded in the Patent and  
                                 Trademark Office at Reel              , Frame(s)              , or for which a copy thereof  
                                 is attached.
- iii.                      From:              To:              The document was recorded in the Patent and  
                                 Trademark Office at Reel              , Frame(s)              , or for which a copy thereof  
                                 is attached.
- ☐      Additional documents in the chain of title are listed on a supplemental sheet.
- ☐      Copies of assignments or other documents in the chain of title are attached.

The undersigned (whose title is supplied below) is empowered to act on behalf of the assignee.

Date: *June 21, 2005*

  
\_\_\_\_\_  
Signature  
Name: Steven J. Rocci  
Registered Attorney: 30,489

Woodcock Washburn LLP  
One Liberty Place - 46th Floor  
Philadelphia, PA 19103  
Telephone: (215) 568-3100  
Facsimile: (215) 568-3439



IFW

PTO/SB/80 (11-04)

Approved for use through 11/30/2005. OMB 0651-0035  
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

**POWER OF ATTORNEY TO PROSECUTE APPLICATIONS BEFORE THE USPTO**

I hereby revoke all previous powers of attorney given in the application identified in the attached statement under 37 CFR 3.73(b).

I hereby appoint:

☒ Practitioners associated with the Customer Number:

41505

OR

☐ Practitioner(s) named below (if more than ten patent practitioners are to be named, then a customer number must be used):

| Name | Registration Number | Name | Registration Number |
|------|---------------------|------|---------------------|
|      |                     |      |                     |
|      |                     |      |                     |
|      |                     |      |                     |
|      |                     |      |                     |
|      |                     |      |                     |

as attorney(s) or agent(s) to represent the undersigned before the United States Patent and Trademark Office (USPTO) in connection with any and all patent applications assigned only to the undersigned according to the USPTO assignment records or assignment documents attached to this form in accordance with 37 CFR 3.73(b).

Please change the correspondence address for the application identified in the attached statement under 37 CFR 3.73(b) to:

☐ The address associated with Customer Number:

OR

|  |       |     |  |
|--|-------|-----|--|
| <input type="checkbox"/> Firm or Individual Name |       |     |  |
| Address  |       |     |  |
| City   | State | Zip |  |
| Country  |       |     |  |
| Telephone  | Fax   |     |  |

Assignee Name and Address:

Microsoft Corporation  
One Microsoft Way  
Redmond, Washington 98052

A copy of this form, together with a statement under 37 CFR 3.73(b) (Form PTO/SB/96 or equivalent) is required to be filed in each application in which this form is used. The statement under 37 CFR 3.73(b) may be completed by one of the practitioners appointed in this form if the appointed practitioner is authorized to act on behalf of the assignee, and must identify the application in which this Power of Attorney is to be filed.

**SIGNATURE of Assignee of Record**

The individual whose signature and title is supplied below is authorized to act on behalf of the assignee

|           |                        |           |          |
|-----------|------------------------|-----------|----------|
| Signature |                        | Date      | 12/06/04 |
| Name      | David Bartley Ebenauer | Telephone |          |
| Title     | Assistant Secretary    |           |          |

This collection of information is required by 37 CFR 1.31, 1.32 and 1.33. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 3 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.